

FORD TRADER

Featuring new Trader
0509 L.W.B. with 3.5
tonne load capacity
and a 4.0 litre engine.

MEN
AT
WORK

Trader

STOP

HAVE YOU DRIVEN A FORD...LATELY?



AUSTRALIA IS FULL OF

TRADER SUCCESS STORIES.

When you take a look at the truck fleets across Australia, you'll find that in the 2 to 4 tonne class, Ford Trader is there in big numbers.

The fact is, when truck buyers get right down to the things that really count, they find that Ford Trader has the answers.

There are good reasons for Trader's popularity. For one, Trader never forgets that, ultimately, a truck must be judged on the basis of how it performs as a business tool.

Therefore, operating efficiency, performance and payload configurations, driver comfort and convenience are all carefully considered components of the overall Trader equation.

Another thing people like about Trader: it's a Ford.

That means a national network of over 300 dealers all equipped to provide after sales service on Trader.

As you read these pages, you'll see, like thousands before you, that today's Trader range is outstanding value in 2 to 4 tonne trucks.

TRADER IS BIG ON CHOICE.

No matter what application you have in mind, you'll discover that Trader range offers plenty of choice.

The Trader 0409 series has 2 tonne short and long wheelbase models. (These Traders may be operated with a Class 1 licence.)

The 0509 series offers a 3.5 tonne long wheelbase model and 2.75 tonne 7-seat crew cab. In the 4 tonne class, the Trader 0811 is available as a LWB standard cab and as a 3.5 tonne 7-seat crew cab.

ENGINE POWER TO SUIT THE APPLICATION.

There's no point in buying a high powered truck

if you don't need the extra power. So, in the interests of operating efficiency, the Trader range is based on two diesel engines.

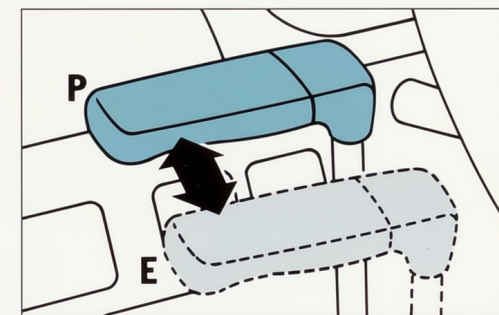
The engines are tailored to the GVM of the trucks that carry them, keeping plenty in reserve for generous trailer loads if you plan to use one.

The 0409 and 0509 crew cab Traders are powered by a 3.5 litre 4-cylinder diesel engine that develops a maximum 62 kW of power at 3,000 rpm, and 225 Nm of torque at 2,000 rpm. It's a great engine for short haul urban use, and relatively quiet, making for more relaxed driving.

The power for the 3.5 tonne 0509 and the 4 tonne 0811 Traders comes from a big 4.0 litre 4-cylinder diesel that produces an impressive 265 Nm of torque at 2,000 rpm and develops a maximum 78 kW of power at 3,250 rpm.

The 4.0 litre diesel is especially suited to larger loads. It is also designed to accommodate the requirements of truck bodies with high frontal areas.

The Trader engines are managed by a smooth, quick 5-speed transmission. On the long wheelbase models you have "power" and "economy" modes that provide great flexibility and optimum fuel efficiency.



Trader's Power/Economy shift.

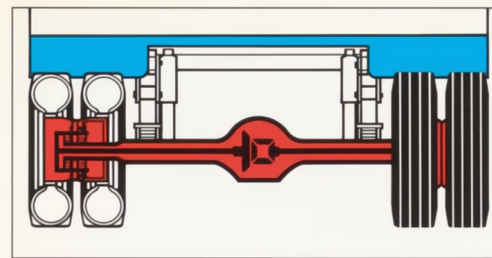


Trader 0509 Crew cab 2.75 tonne 3.5 litre diesel.

Trader 0409 S.W.B. 2 tonne 3.5 litre diesel.



Trader 0811 SWB, 2 tonne, 4.5 litre diesel



Load carrying axle castings with fully floating axles.

LOADS OF ENGINEERING

REFINEMENT.

Trader's design displays a high degree of engineering refinement. It has resulted in a "no nonsense" truck. A truck that's a delight to drive. This approach has made Trader extremely durable and highly reliable.

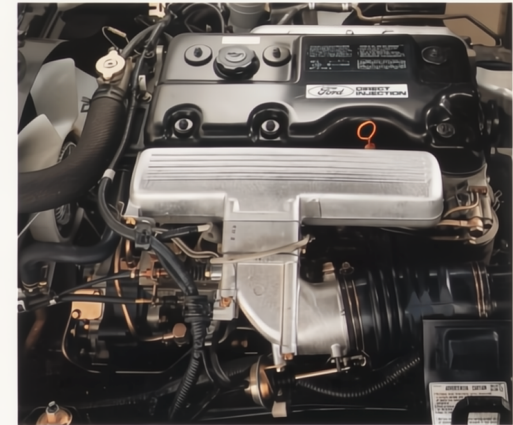
Unlike most other trucks in this category, Trader uses a box section ladder-style chassis instead of the U-type channel. This rigid design makes Trader exceptionally strong and rugged.

Tough leaf springs and double acting shock absorbers provide control when laden. When unladen, you'll find the ride is smooth – even over rough roads.

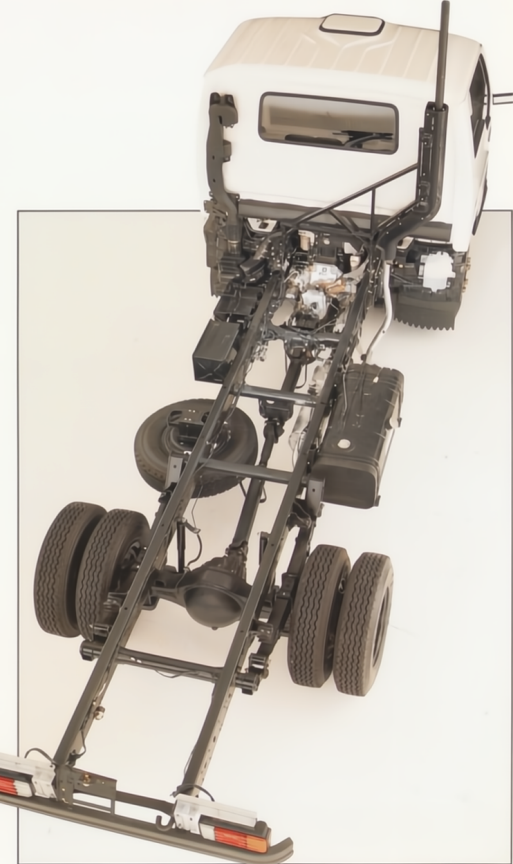
Trader has a big power-assisted brake system. When the brakes are applied, the driver will notice the remarkably car-like feel of the pedal. It's another one of those things that make Trader a pleasure to drive. And, with an exhaust brake on all models, you experience less brake wear, which helps to minimise running costs.

With Trader's efficient 4-cylinder engines and standard 85 litre fuel tank, there's plenty of distance between fuel stops. The 0811 LWB model is also equipped with a standard 55 litre auxiliary tank, making it ideal for country hauls.

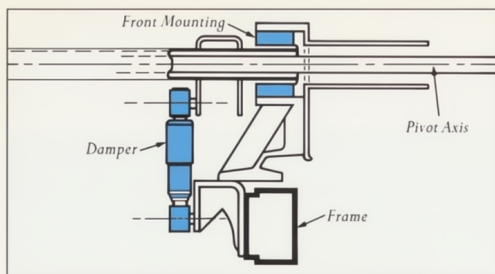
The cab on single cab Traders tilts forward easily for engine access. Daily checks, eg. oil and coolant, can be made with the cab down.



Trader's 4.0 litre engine is designed to deliver 78 kW of power @ 3250 rpm and 265 Nm of torque @ 2000 rpm.



Enclosed box section chassis, tough leaf springs with double acting shock absorbers.



Front cab suspension mounting (L.W.B. standard cab models).

FIRST CLASS CAB COMFORT.

You could quite easily make a decision to buy Trader based on engineering criteria alone. But what comes next really clinches it for the Ford.

Ford knows that a comfortable cab means a more relaxed driving environment and less driver fatigue. Which makes for a safer driver, and a happier one.

First in a long list of Trader comfort features is the power steering, standard on all Trader models. It's one of the reasons why Traders don't have that heavy to handle feel like so many other trucks.

The steering wheel has tilt and telescopic-type adjustments so a comfortable position can be



Soft feel steering wheel and short, smooth-shifting gear lever.

found quickly and easily.

There's nothing like a hydraulic cab suspension to help isolate the driver from drivetrain and road vibration. This cab suspension is one of the most sought after features in trucks of this size, and all LWB standard cab Traders have it.

Trader also has a wide, roomy cab that easily seats three. Adjustable lumbar support on the driver's seat, cloth seat trim, footrest, AM/FM radio and

numerous other appointments all add quality to every working day.

Special attention has been paid to cab heating and ventilation.

The result is a system that includes a 4-speed fan and no fewer than fifteen air outlets, plus a roof vent to let the cab "breathe" on summer days.

The extensive use of sound deadening materials and the single-piece fabricated floor help to isolate noise from the cab.

LITTLE DETAILS CAN MEAN A LOT.

While the big Trader story is one of power, comfort, efficiency and engineering refinement, there are a lot of little features that can add up to a lot of satisfaction and value.

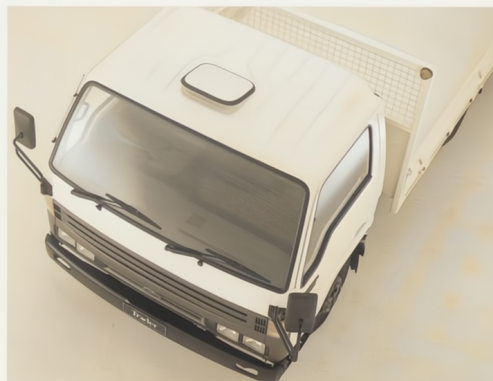
For example, the cab has a quick warm-up feature to take the pain out of early morning starts.

There's plenty of storage space for personal items in the glove box and parcel tray.

In the crew cab models, the rear seat can be folded away to open up a handy storage area for valuable tools.

Convenience items include a powerful interior lamp and grab handles on both sides of the cab.

All things considered, Trader becomes the obvious choice in 2 to 4 tonne trucks. Take a closer look soon at your nearest Ford dealer.



Large three-way vent draws air into the cab.



Spacious and comfortable cabin with useful seat back tray (not available on Crew cabs).



L to R. ☐ 0509 2.75 tonne Crew cab ☐ 0509 3.5 tonne ☐ 0409 2 tonne ☐ 0409 2 tonne

THE TRADER RANGE AT A GLANCE

	TRADER 0409 SWB	TRADER 0409 LWB	TRADER 0509 CREW CAB	TRADER 0509 LWB	TRADER 0811 CREW CAB	TRADER 0811 LWB
PAYLOAD Tonne	2.0	2.0	2.75	3.5	3.5	4.0*
ENGINE Litres	3.5	3.5	3.5	4.0	4.0	4.0
SEATING CAPACITY	3	3	7	3	7	3

*Also available as a 2 tonne for operation with a Class 1 licence.



All Ford vehicles sold throughout Australia are backed by Fordcare after sales service. Fordcare comprises a number of individual service products designed exclusively for Ford vehicles and their drivers. These include technical support back-up, diagnostic equipment, approved Ford/Motorcraft replacement parts and parts and service warranties.



All bodies in this brochure are available through your Ford Dealer at extra cost.

This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Because of changes in conditions and circumstances Ford® reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of its products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchaser. The latest specification sheet should be referred to for information on the availability, ordering and use of optional equipment. Always consult an Authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order.

©FORD MOTOR COMPANY OF AUSTRALIA LIMITED. (Incorporated in Victoria)
ACN: 004116 223. Registered Office: 1735 Sydney Road, Campbellfield, Victoria 3061, Australia.